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ZOVIRAX® Ointment

ZOVIRAX® Cream

Patient Materials

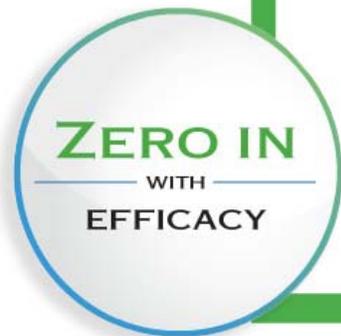
Rebate Information

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PROVEN EFFECTIVE AT ANY STAGE*

Even When Therapy Is Initiated Late³

	Progression of an untreated herpes lesion	Begin treatment with ZOVIRAX® Cream ^{2,3}	Begin treatment with Valtrex ^{®5}
STAGE 1 Prodrome or early ^{4,6}	 Tingling, burning, pain, or itching sensation is present	✓	✓
STAGE 2 Papule or swelling ⁴	 Small red bumps begin to blister	✓	No Data ¹
STAGE 3 Vesicle or blistering ⁴	 Blisters fill with liquid, forming full-scale cold sore	✓	No Data ¹
STAGE 4 Ulcer or weeping ⁴	 Blisters rupture	✓	No Data ¹
STAGE 5 Crust or scabbing ⁴	 The lesion collapses. A yellowish crust forms and falls away	✓	No Data ¹
STAGE 6 Healing ⁴	 Redness and irritation fade, returning the cold sore virus to a dormant state	✓	No Data ¹



Therapy should be initiated as soon as possible following onset of signs and symptoms.

¹ "Early" lesion stage is defined as prodrome or erythema. "Late" stages include papule, vesicle, or ulcer.
² There are no data on the effectiveness of treatment with Valtrex[®] initiated after the development of clinical signs of a cold sore (eg, papule, vesicle, or ulcer) in the Valtrex[®] full prescribing information.
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TARGETED. TOPICAL. ANTIVIRAL.

ZOVIRAX® (acyclovir) Cream 5% is indicated for the treatment of recurrent herpes labialis (cold sores) in adults and adolescents (12 years of age and older). ZOVIRAX Cream should be applied 5 times per day for 4 days. Therapy should be initiated as early as possible following onset of signs and symptoms (i.e., during the prodrome or when lesions appear). For adolescents 12 years of age and older, the dosage is the same as in adults.

Important Safety Information

ZOVIRAX® Cream is intended for cutaneous use only and should not be used in the eye or inside the mouth or nose. ZOVIRAX® Cream has a potential for irritation and contact sensitization. In clinical trials, the most common adverse reactions at the site of topical application occurred in less than 1% of patients and included dry lips, desquamation, dryness of skin, cracked lips, burning skin, pruritus, flakiness of skin, and stinging on skin. ZOVIRAX® Cream does not prevent transmission of HSV infections, and its effect has not been established in immunocompromised patients.

ZOVIRAX® Cream is available by prescription only.

Please click [here](#) for full Prescribing Information.

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You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

References: 1. Corey L, Benedetti JK, Critchlow CW, et al. Double-blind controlled trial of topical acyclovir in genital herpes simplex virus infections. *Am J Med.* 1982;73(1A):326-334. 2. Zovirax Cream 5% [prescribing information]. Bridgewater, NJ: CORIA Laboratories; 2009. 3. Spruance SL, Nett R, Marbury T, Wolff R, Johnson J, Spaulding T; for the Acyclovir Cream Study Group. Acyclovir cream for treatment of herpes simplex labialis: results of two randomized, double-blind, vehicle-controlled, multicenter clinical trials. *Antimicrob Agents Chemother.* 2002;46(7):2238-2243. 4. Custom cold sore survey. Princeton, NJ: Multi Sponsor Surveys Inc; December 2009. 5. Valtrex Caplets [prescribing information]. Research Triangle Park, NC: GlaxoSmithKline; 2008. 6. Barbarash RA. Update on treatments for oral herpes simplex viral infections (cold sores and fever blisters). *Today's Ther Trends.* 2001;19:39-58.



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